

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2426501 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 02/18/22 / 02/18/22
<u>Contract Dates</u> 02/22/22 - 02/28/22	<u>Estimate #</u> 222228	
<u>Product</u> 222228		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

Smart Media Group
PO Box 26067
Alexandria, VA 22313

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	02/22/22	02/28/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-TWTF--				4	\$60.00			
	Week:	02/28/22	03/06/22	M-----				1	\$60.00			
N 2	WOWT	02/22/22	02/28/22	Midday News	11a-12p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-TWTF--				8	\$100.00			
	Week:	02/28/22	03/06/22	M-----				2	\$100.00			
N 3	WOWT	02/22/22	02/28/22	Days of Our Lives	12p-1p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	--WT---				2	\$75.00			
	Week:	02/28/22	03/06/22	M-----				1	\$75.00			
N 4	WOWT	02/22/22	02/28/22	M-F 3p-4p	258p-4p		:30			NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-TWTF--				8	\$70.00			
	Week:	02/28/22	03/06/22	M-----				2	\$70.00			
N 5	WOWT	02/22/22	02/28/22	Today Show	7a-9a		:30			NM	10	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-TWTF--				8	\$275.00			
	Week:	02/28/22	03/06/22	M-----				2	\$275.00			
N 6	WOWT	02/22/22	02/27/22	Weekend News Sa	7-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-----S-				2	\$100.00			
N 7	WOWT	02/22/22	02/27/22	Weekend News Su	658a-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-----S				2	\$100.00			
N 8	WOWT	02/22/22	02/28/22	M-F News @ 4p	358p-5p		:30			NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-TWTF--				8	\$175.00			
	Week:	02/28/22	03/06/22	M-----				2	\$175.00			
N 9	WOWT	02/22/22	02/28/22	News @ 5p M-F	457p-530p		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/21/22	02/27/22	-TWTF--				8	\$350.00			
	Week:	02/28/22	03/06/22	M-----				2	\$350.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 10	WOWT	02/22/22	02/28/22	News @ 630p M-F	630p-7p		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-TWTF--				8	\$350.00			
Week: 02/28/22		02/28/22	03/06/22	M-----				2	\$350.00			
N 11	WOWT	02/22/22	02/27/22	News @ 5p Sa	459p-530p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S-				1	\$300.00			
N 12	WOWT	02/22/22	02/27/22	NBC Nightly News Sa	530p-6p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S-				1	\$500.00			
N 13	WOWT	02/22/22	02/27/22	News @ 630p Sa	630p-7p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S-				1	\$200.00			
N 14	WOWT	02/22/22	02/27/22	News @ 5p Su	459p-530p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S				1	\$250.00			
N 15	WOWT	02/22/22	02/28/22	The Tonight Show	1035p-1136p		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	--W----				1	\$150.00			
Week: 02/28/22		02/28/22	03/06/22	M-----				1	\$150.00			
N 16	WOWT	02/22/22	02/27/22	News @ 10p M-F	10p-1035p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-TW----				2	\$375.00			
N 17	WOWT	02/22/22	02/27/22	News @ 10p Sa	10p-1035p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S-				1	\$350.00			
N 18	WOWT	02/22/22	02/27/22	News @ 10p Su	10p-11p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S				1	\$250.00			
N 19	WOWT	02/22/22	02/28/22	Weekday Jeopardy	6p-630p		:30			NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-TWTF--				6	\$325.00			
Week: 02/28/22		02/28/22	03/06/22	M-----				2	\$325.00			
N 20	WOWT	02/22/22	02/27/22	Sa Jeopardy	6p-630p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week: 02/21/22		02/21/22	02/27/22	-----S-				1	\$200.00			
Totals											91	\$19,825.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/31/22 - 02/27/22	74	\$16,250.00	(\$2,437.50)	\$13,812.50
02/28/22 - 02/28/22	17	\$3,575.00	(\$536.25)	\$3,038.75
Totals	91	\$19,825.00	(\$2,973.75)	\$16,851.25

Signature: _____ Date: _____

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